

THE MIRROR

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2015 CAA WINTER CONVENTION & Tribute Dinner

"Soar with the Eagles"

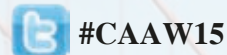


Matt Westphal
Recipient of the
2015 CAA George A. Weinstock Award
for a lifetime of achievement and service to
the security industry
Tribute Dinner Dec. 11, 2015

December 9-12, 2015
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KEYNOTE ADDRESS



Dec. 11, 2015
10:30 a.m. – Noon
"LEADING UNDER FIRE"
David Logan
Details on page 17

*Ralph Sevinor of Wayne Alarm Systems,
Ivan Spector of Sentinel Alarm, Elizabeth
Lasko of CSAA and CAA Executive
Director Jerry Lenander with
THE MIRROR in Sonoma for the
CSAA Annual Meeting.*



*CAA Past President George and
Linda Weinstock with THE MIRROR
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PRESIDENT'S MESSAGE

It's hard to believe that we are only a few weeks away from our CAA Winter Convention "Transformational Leadership Platform" in San Francisco being held at the Parc 55 Hotel from December 9 -12. What a year this has been with great momentum from our government committee and legal advocate, Trent Smith, as you will read in his update in this edition of THE MIRROR, SIAC work on true focused partnerships with our public safety officials across the state, a successful and highly visible scholarship program, new and inclusive membership options, new leadership and technology directions and many local programs thanks to our regional presidential initiatives across the state.

We invite all of you to attend what we look forward to being an exciting and relevant Leadership Forum during our CAA Winter Convention where we will launch the Leadership Platform of the CAA.

This is a transformational time within the CAA to drive leadership for our members and potential members over the next several years. We would like you to participate as a key founding contributor in this direction as we launch the "Transformational Leadership Platform" at our CAA Winter Convention and continue the momentum throughout 2016. We want to hear your voice and, as such, have structured a program with new industry and business opportunities. Please join us at this foundational level to bring together the leadership directions that will make a difference in this industry.

The California Alarm Association (CAA) is focused on providing relevancy and inclusiveness to our members, potential members, sponsorship partners and affiliates in the security industry.

We are focused on aligning the programs and directions of the CAA to our members' objectives within their businesses and industry. We are operating as a transparent organization where different views are heard, embraced and acted upon appropriately while increasing affiliate relationships within an industry of many overlapping professions, directions and goals. The platform to build this new ecosystem upon is leadership. With the market flooded in new disruptive technologies, for both commercial and residential security, and easy access to many choices in services, we believe that the CAA can be the path to understanding and value for the industry. It is about the facts on what is happening in the industry and a formula for success built on tools and business relevant events with the ecosystem platform of transformational leadership.

From global economic factors, such as cybercrime, to new technologies and services, new generational influences, different emerging competitors and converging professions, change is happening at new speeds. Our members, our associates and our partners have shared with us that these transitions are affecting their businesses and they would like to learn or teach others how to transition through these times. To continue to grow, it is imperative that transformational leadership is embraced and the CAA is positioned to provide this platform.

The CAA is interested in reaching out to similar organizations and providing the messages, education and leadership that our converging markets are requesting. The alarm industry space continues to grow and is much more focused in complete electronic security today beyond the traditional burglar alarm services. Today, IT professionals are now an essential component of most alarm companies. The integrator, who in the past was a separate profession, is now what many of our members are. As technologies continue to converge and markets change, many companies provide fully integrated solutions in both the commercial and residential arenas. Therefore, organizations that previously had different professions than the CAA, now have a cross pollination with our membership base, and the CAA can be at the forefront to provide a common ground to meet, learn and grow.

Many of our sponsorship partners serve these different groups and we would like to offer the opportunity for their directions and investments to be shared in new and more impactful ways within our association. We would also encourage those who have not participated in the CAA, now to consider the opportunity to be part of an organization that is catering to the transitioning needs of the industry and our members in relevant and inclusive ways.

In order to remain relevant and inclusive to the needs of all, our association will focus on a new generation of transitional leadership.

We will embrace change and transformational leadership. This means listening and having meaningful conversations with our members, our future members, our affiliates, our sponsorship partners and industry leaders. We will be focused on relevancy that positively supports the individual and business goals of those we serve.

Our goal is to create business opportunities for our sponsors through increased visibility, sharing of their message and direction with their market, bringing potential customers to the table and providing qualified opportunities.

We continue to be inspired by our heritage to act quickly on the key issues affecting our industry and dedicated to our future as we enhance networking opportunities and the relevancy and inclusiveness of the CAA for all.



by Cathy Rempel



By Harvey Eisenstadt

ASSOCIATES CORNER

Your Elevator Pitch - A Critical Tool for Success

"Nothing happens until a sale is made." We've all heard that cliché many times in our professional careers. Most organizations will spend quality dollars on the tools for marketing, advertising, customer service, product management, design and many other critical programs bringing their products to market. Although each of these programs is an absolute necessity to be successful, the cliché "nothing happens until a sale is made" is not always addressed with the attention it requires

for success. Too many organizational sales training programs tend to focus on the presentation of the technology, features and functions of their product or service. Clearly, this is important; however this does not provide the salesperson with the tools and knowledge that will get them that all important appointment, nor will it separate them from

their competition in the eyes of the buyer. With buyers today being more knowledgeable and having a plethora of vendors vying for their time, the salesperson must be proficient in getting to the right person, accessing their attention immediately and securing that appointment. The salesperson must have a compelling introduction to accomplish this task.

This brings us to one of the most important tools for the salesperson. That is their initial comments, or better known as their elevator pitch, which must immediately resonate positively with the prospect. No one will deny the fact that in today's markets getting the prospect to listen to what you have to say or agreeing to an appointment or even returning a phone call has developed into a true challenge for the salesperson. The elevator pitch, or those critical first few seconds, now become decisive in the path to success. Unless you are successful in accessing the prospect's attention within those first few seconds your chances for success or even getting the appointment are significantly diminished. Remember, you are one of many salespeople vying for that prospect's valuable time. Whatever you are pitching to the prospect, you can be sure your competition is doing the same. So, what makes you different from your competition? Never forget that in order to get the prospect to hear the second comments from you, they must resonate positively with your first comments.

To achieve success and get that appointment you must create your initial contact, or elevator pitch, to be no more than about 20 - 30 seconds and immediately resonate positively with the prospect. To achieve this, you begin by thanking the prospect for taking these few seconds from their valuable time to speak to you and then very quickly deliver three important pieces of information. They are your name, company name and a benefit of your service or product to the prospect. To get the prospect to hear more of what you have to say, they must identify with a benefit that resonates positively with them. This is where benefits play an influential role. If the prospect responds positively to your elevator pitch, then you will get the appointment. If they respond with a question or comment, you must be prepared with additional benefits for your response to their question or comment. Always remember that a prospect's positive reaction will be to "what is it that you can do for me" and not necessarily how you get it done. Once you get the appointment you can travel through the technology, features and functions to explain how the benefits are achieved.

So, begin by making a list of the benefits of your product or service. Then create your elevator pitch to include one or two of those benefits. Now practice your elevator pitch so you are getting the critical information delivered in that 20 -30 second time frame. You've heard me say this before but it is worth repeating the wisdom of Vince Lombardi. "Practice alone does not necessarily make perfect. Perfect



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practice makes perfect.” Perfect and then practice that elevator pitch so that you feel confident and comfortable. After trying it out several times on prospects you may need to tweak it somewhat.

Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses over 45 years of successful sales and sales management experience and is a nationally recognized authority on relationship building. Harvey can be reached at 818-701-7799 or harvey@hjesales.com



Holley Hunt of Kepler Networks, Mike Salk of Reed Brothers Security and CAA President Cathy Rempel at the Santa Barbara Board Meeting.

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VIDEOGENIX has introduced uSwitchPro™, an advanced version of uSwitch™ 2 channel IP relay, which adds user customizable GPIO inputs and the ability to activate other uSwitch IP relays locally or remotely on any network. uSwitchPro automatically builds a control web page, is password protected and can operate stand alone or be controlled via the Internet or a local intranet. Users have the ability to control any device over the web including modems, lights, sirens, doors, gates and cameras. "This simple yet powerful solution to control, monitor and reboot devices is being used by Homeland Security, police departments, the DEA, the DOJ, transportation systems and much more. Applications are endless," stated Mario Costa, Executive Vice President of VideogeniX. For more information, visit www.videogenix.com.

Connect ONE® from **CONNECTED TECHNOLOGIES** now integrates seamlessly with the B Series and new G Series security control panels from Bosch. Connect ONE lets users control and manage

solutions that include security, access control, video, energy management, and more from an intuitive interface that is accessible from a PC, laptop, smartphone or tablet. "With the integration, Bosch dealers now have interactive services supported by the cloud that allow them to expand their customer base through additional market verticals and grow their recurring monthly revenue," says Mike Simon, a former dealer and managing partner, Connected Technologies. For more information, visit www.simplifywithconnectone.com or www.boschsecurity.us.

EDWARDS now has a full line of low-frequency notification appliances that comply with audible alarms, which are a requirement of NFPA 72, the National Fire Alarm and Signaling Code. Edwards' new product launch comprises more than 65 low frequency compliant models that provide a complete 520 Hz signaling solution. "Edwards is a leader in life safety solutions and with these new enhancements and capabilities to the 520 Hz product line, we are able to meet our customers' needs and remain aligned with changing code requirements," said Jon Hughes, Director of Product Management, Edwards. This line also complies with NFPA 720, which in certain instances requires the installation of carbon monoxide (CO) detection and warning equipment. For more information, visit www.edwardsfiresafety.com.

XTRALIS PRO E-PIR detectors performed with the highest detection reliability and the lowest false alarm rates of all PIR sensors evaluated during a comprehensive detection technology study conducted by Sensei Solutions, the leader in Smart Grid security solutions, which protect remote substations for the largest energy providers in the United States. "The Xtralis PRO E-PIRs outperformed every other detection sensor we tested, including competing PIR detectors," commented Robin Thompson, CEO and Founder at Sensei Solutions. "PRO E-PIRs integrated seamlessly with Sensei's MasterMind security solution which manages, captures and aggregates data from all types of devices to allow the engineering, asset-management and security staff for remote utilities to organize their response according to business process and rules. For more information, visit www.xtralis.com/criticalinfrastructure.



TYCO SECURITY PRODUCTS announced the release of CEM System's emerald TS300f Intelligent Fingerprint Terminal for AC2000 suite of access control and security management systems. This announcement coincides with the release of new features and enhanced functionality across the full emerald range. "The emerald TS300f Intelligent Fingerprint Terminal from CEM Systems is the industry's most multifunctional touch screen access terminal with biometric verification," said Rick Focke, Senior Product Manager, Tyco Security Products. "emerald TS300f not only provides more intelligence at the door with remote applications but now ensures more security where an additional level of biometric verification is required," he continued. "With the release of emerald TS300f comes a range of new and innovative features for the whole emerald series including Time & Attendance mode; PIN & Fingerprint for cardless biometric verification; PIN as Card allowing cardless verification; and Multi Date Check feature for implementing additional validity criteria." For more information, visit www.cemsys.com.

Associates News, continued on page 12



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ASSOCIATES NEWS, continued

ALTRONIX showcased the innovative LINQ™ Communication Technology at ASIS 2015. Highlights include the LINQ Dashboard Central Management Software, and the new LINQ8PD Network



Power Distribution Module which enables communication and control of analog power supplies from Altronix or virtually any other manufacturer. "Power distribution and transmission devices are core systems products which makes network connectivity a crucial asset. Altronix fills this void

with the introduction of LINQ Technology," said Alan Forman, President, Altronix Corporation. "It facilitates network communications, reporting, programming and control of both analog power and PoE, ensuring they are operating and maintained at optimal levels." It is designed to work with all LINQ enabled products, as well as the company's eBridge™ Ethernet over Coax Solutions, NetWay™ Managed Midspans and FireSwitch™ NAC Power Extenders that provide web-based management, and also allow access to third party web-based solutions. For more information, visit www.altronix.com.

ALTRONIX introduced its new Trove™ Access and Power Integration Solution at ASIS 2015 which easily integrates Altronix power with access controllers and accessories from the industry's leading manufacturers. A variety of backplanes offer a wide range of scalable access/power configurations. Trove simplifies board layout and wire

management, greatly reducing installation and labor costs. "Working with access controllers, accessory boards and power supplies from multiple manufacturers makes design and installation processes challenging," said Alan Forman, President, Altronix Corporation. "Trove not only provides the versatility and scalability installers need to easily configure their access and power products, it significantly reduces installation time and related labor costs by allowing all wiring to be done off-site on removable backplanes." For more information, visit www.altronix.com.



BOSCH SECURITY SYSTEMS, INC. introduced the B465 Universal Dual Path Communicator for enabling dialer-based fire or intrusion control panels to use modern IP or cellular communication formats. End users can eliminate expenses associated with up to two dedicated telephone line connections per control panel, resulting in a lower total cost of ownership for fire or intrusion alarm systems. The B465 Universal Dual Path Communicator links a control panel's digital dialer to an Ethernet connection on a local area or wide area network or to an optional cellular module to send reports to the central station receiver. For end-to-end security and enhanced safety over solutions from other manufacturers, the B465 Communicator acknowledges a signal only after it is received by the Bosch receiver at the central monitoring station. This unique feature provides added peace of mind for users as they are assured that any possible life safety or security risks have been communicated and received. The B465 Universal Dual Path Communicator meets NFPA 72 standards (National Fire Alarm and Signaling Code 2013 Edition). For more information, visit www.bosch.us.

NAPCO SECURITY SYSTEMS announced it is now a Crestron Certified Integrated Partner™ and its Gemini Alarm Panels provide integration within Crestron's Control and Automation Systems. The Crestron Module offers Gemini Keypad control and system status feedback to the Crestron System seamlessly. Jorge Hevia, SVP Sales & Marketing for NAPCO Security Technologies, Inc. said in response, "We are pleased to offer new home and business automation integration to the many security professionals looking to add a leading-edge security solution integrated within a smart automation platform." For more information, visit www.napcosecurity.com/crestron.



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CSAA Annual Meeting Draws Raves from Attendees

Security industry professionals explored their leadership styles, received tools and insights for dealing with health insurance trends, crisis communications and cyber security, and discussed technology trends and legal issues last week in Sonoma, CA. The 2015 CSAA International Annual Meeting garnered rave reviews from attendees, who attended at the highest rate since 2008.

The 2015 meeting marked the beginning of a multi-year reimagining of CSAA's annual event. "We have been delighted with the member feedback on the revamped Annual Meeting," said CSAA President Pam Petrow, President and CEO of Vector Security. "The responses have been overwhelmingly positive and confirm we are headed in the right direction."

"President Petrow and I saw this meeting as a bellwether event for CSAA, where we would present a vision for where we wanted to take the association during her tenure," said CSAA Executive Director Jay Huhn. "We created an agenda that was much different from our traditional programs. We eliminated having the same speakers as in previous years, just giving updates on what's changed in the last 12 months. We threw away the old agendas, and started from scratch with a laser focus on evolving member needs. Judging from our members' participation and feedback, we succeeded in presenting a program that will have a real and meaningful impact on their businesses."

"My expectations were exceeded tremendously at our CSAA annual meeting," said Ralph Sevinor, president of Wayne Alarm Systems. "This was the first time we had our general manager, Jeff Kahn, attend, and he told me that he felt so motivated and confident after the event, and that he could not recall at any other industry event such an open dialogue at such a high level."

CSAA announced that the 2016 Annual Meeting will be held in Marco Island (FL) Marriott Beach Resort, October 22-27. "We will continue to build on 2015's success for the 2016 Annual Meeting and welcome comments related to content and format," said President Petrow.



Alan Forman of Altrionix and John Sullivan of ADI welcomed CAA Past President Matt Westphal of Bay Alarm to the CSAA Annual Meeting in Sonoma.



Ralph Sevinor of Wayne Alarm Systems and Bart Didden of USA Central Station at the CSAA Annual Meeting in Sonoma.



CSAA President Pam Petrow presents outgoing President Jay Huhn with thanks and appreciation for serving



Bud and Laurie Wulforst with Ron and Bev Davis at the CSAA Annual Dinner Dance.



Charles Eblen of Partner, Shook, Hardy & Bacon, with speaker Howard Sanders, VP of Operations, Kings III Emergency communications, CSAA Secretary Graham Westphal of Bay Alarm and Board member Stan Oppenheim of DGA Security Systems.



Ron and Bev Davis, John Lombardi of CIA Security and Pete Orvis of Security Solutions celebrate the preview of Ron's new book "Greatest Ideas of the alarm industry's greatest thinkers" at the CSAA Annual Meeting.



CSAA Executive Director Jay Huhn with Steve Walker of Stanley Convergent Security Solutions and David Hood of First Alarm.



CAA Executive Director Jerry Lenander welcomed Alan Forman of Altrionix and Keith Baird of Honeywell to California at the CSAA Annual Meeting.



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Jeanne and Bob Michel of Valley Alarm with THE MIRROR in Dubrovnik, Croatia.



CAA Past President Bob and Jeanne Michel of Valley Alarm with THE MIRROR at the leaning tower of Pisa.



Bob and Jeanne Michel of Valley Alarm with THE MIRROR in St. Peters Basilica Vatican.

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10:30 a.m. – Noon

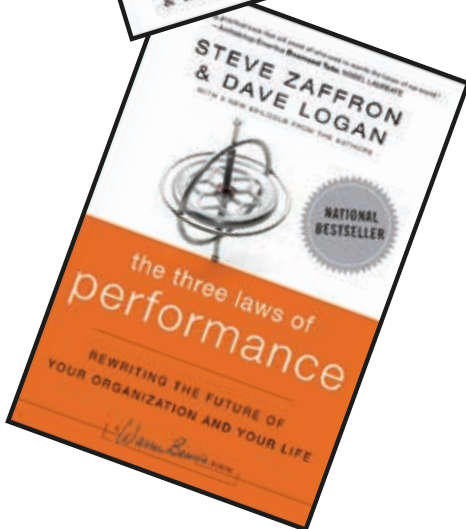
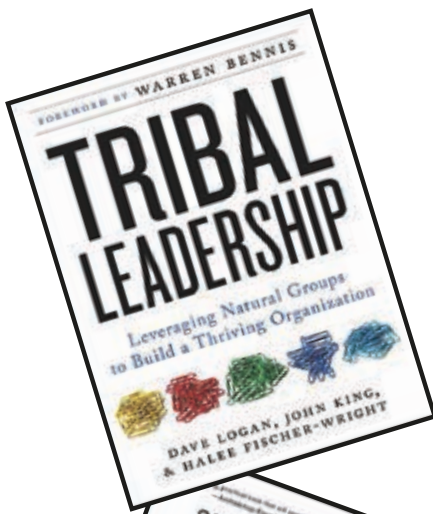
CAA Winter Convention
KEYNOTE ADDRESS

“LEADING UNDER
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David Logan

Dave Logan is the New York Times #1 best-selling author of *Tribal Leadership* and *The Three Laws of Performance*. He is a consultant to dozens of Fortune 500 companies and is endorsed by some of the most successful leaders in the world. Dave is called an expert in organizational management, a guru in leadership, and a cultural transformationalist.

Dave's business is business culture. He brings culture into sync with markets, strategy, and all parts of a business, resulting in high performance, energized customers, vibrant employees, and centers of innovation. The research for his company was published in 2008 as *Tribal Leadership* (Collins).



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REED EXHIBITIONS announced the further expansion of its Reed Global Security platform with the creation of Connected Security Expo @ ISC West sponsored by the Security Industry Association (SIA). The conference led event will debut April 6-8, 2016 in Las Vegas and will be co-located with the largest physical security event in the Americas, ISC West sponsored by SIA. With Cloud, Bring Your Own Device (BYOD) and now Internet of Things (IoT) strategies continuing to take shape, logical and physical security leaders from almost every industry are being challenged to keep pace and secure their critical data, people, physical assets and supply chains across a more connected world. "Connected Security Expo at ISC West is designed to be a breakthrough learning, sourcing and collaborative experience for security professionals" said Ed Several, Senior Vice President & GM for Reed Exhibitions. "This conference led event provides the security industry with a unique and immersive platform to address the most complex challenges associated with a more connected world while exploring security innovations delivering combined visibility across logical and physical security."



RFI COMMUNICATIONS & SECURITY SYSTEMS announced they have named Howard Wulforst as Regional Manager with his focus to drive growth across operations in the southwest, including RFI's Cerritos branch and the newest addition to RFI's west coast footprint, the Las Vegas office. Wulforst entered the security industry more than 25 years ago as a third generation professional working in his family business. He has since co-founded a company and held positions at the management, director and executive levels at various organizations. His vast industry experience, including his responsibility for the operational delivery in twelve states through eight branch locations as well as his military accomplishments, promises to serve him well in his new role with RFI. President & COO Brad Wilson said, "We are pleased to have Howard join RFI. I am confident this addition to the team will enhance our growth as well as support and strengthen our west coast regional presence." To reach Howard Wulforst, email him at hwulforst@rfi.com.

POTTER ELECTRIC SIGNAL COMPANY announced the acquisition of three mainstay product lines in the fire alarm industry: Harrington Fire Alarm, Evax Systems, and CPG Signals. By incorporating the technologies of these products, Potter will expand its fire system and voice product lines, providing customers even greater access to the markets they serve. Dave Kosciuk, EVP of the Fire/Security Division at Potter said, "The acquisition of Harrington Fire, Evax, and CPG is exactly what Potter needed to fill in the gaps in our product line. We have been continuously updating and moving our product line up market and this accommodates many of the requests from our dealer base as we add networking, smoke control, and low and high rise voice to our product portfolio. For more information, visit www.pottersignal.com.



MKS President Victoria Ferro received the Women's Security Councils Top 10 Women in Security award and MKS won the best Business Functions mobile app award for mobile sales app MKSales at ISC West in Las Vegas.

MKS unveiled their new company rebranding that included a new name, logo, color scheme and tag line to celebrate their 30th anniversary as a company. One of the final pieces of that rebranding process has now been completed with the launch of their brand new website which includes an updated look and feel that reflects all of the changes included in the rebranding. "We are very excited to launch our new website and complete one of final stages in our rebranding campaign that started earlier this year. Our goal is to provide our current and prospective clients with the best possible platform for them to see exactly what MKS can offer their business as well as the Security Alarm Industry", stated MKS President Victoria Ferro. For more information, visit www.microkey.com.



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www.sacalarm.org

We just wrapped up our 8th Annual Fire Forum with Chris and CJ Hamilton as our guest Speakers. They provided an Electrical Awareness presentation that was fantastic! The room was filled with Dealers, Fire Life Safety product providers, Vendors and Public Safety Officers.

CJ and Chris Hamilton, a father and son team, tour wherever they are needed offering an interactive training on Electrical Safety and Awareness. Raising awareness to help save lives. Their training has helped over 12,000 first responders (Fire Fighters, Police Officers, and Paramedics) become more aware of electrical hazards. They train on the Faraday Cage, Arch Flash, Arch Blast, Down Power Lines, and so much more.

The S.A.A.A. would like to thank our sponsors that included: Systems Depot, Honeywell Fire, AES, Total Monitoring Services, STI, Grand Central Station, Altronix, Safe Side Security, Engineered Monitoring Systems, Honeywell Security and Gentex

The time is coming up for the SAAA's election of 2016 Officers. Our elections will be held on December 17 at our Holiday party located at the Holiday Inn on J Street. This is a time to give recognition to some key members, honor the Board Members, and elect some new ones.

This year the Sacramento Area Alarm Association has the privilege of honoring Jon Sargent with Tyco Integrated Security with the Parker Maurie Award. The award is to be given to those individuals who go "above and beyond" their duties on behalf of the Sacramento Area Alarm Association. The Parker Maurie Memorial Award is not an annual award, but one that is given when the board of directors collectively feels that special recognition is warranted. Jon is such an instrumental part of our industry. From his work with the CAA, ESA, BSIS and SIAC he is out there fighting the fight on our behalf. To learn more about the award or review past recipients, please visit our website at <http://sacalarm.org/parker-maurie-memorial-award/>

Have you considered being on the Sacramento Area Alarm Association Board? I believe in term limits and changing the Officers. It brings fresh perspectives and ideas. You are already attending the meetings. Why not get a little more involved?

We need good people such as yourself. As with most associations, it is continually difficult to find volunteers, especially Dealers. The President's position is a two year term. All other Officers are a one year term. Please give it some thought. I would love to see you step in for the next term. Most of the involvement is by email. The rest is just on the day of the meetings.

We hope that throughout the year you make a commitment to get involved with your Association and aid us in continuing to grow, communicate, prosper and leave a legacy for future generations. We have all benefited from the efforts of those who have participated before us and your current board hopes you will help them build on the foundation our predecessors have provided.

Regards,
Rich Whitlock
S.A.A.A. President

2015 SAAA MEETINGS

♦ December 17 ... SAAA Holiday Party.....Sacramento

An RSVP is required for our events. Call 800-437-7658 ext. 3 or email info@caaonline.org.



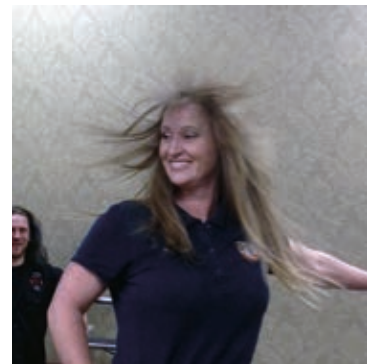
Daniel Gordinho of CJ Hamilton and SAAA Secretary Leanne Boger at the SAAA Fire Forum in Sacramento.



SAAA Fire Forum guest speaker CJ Hamilton.

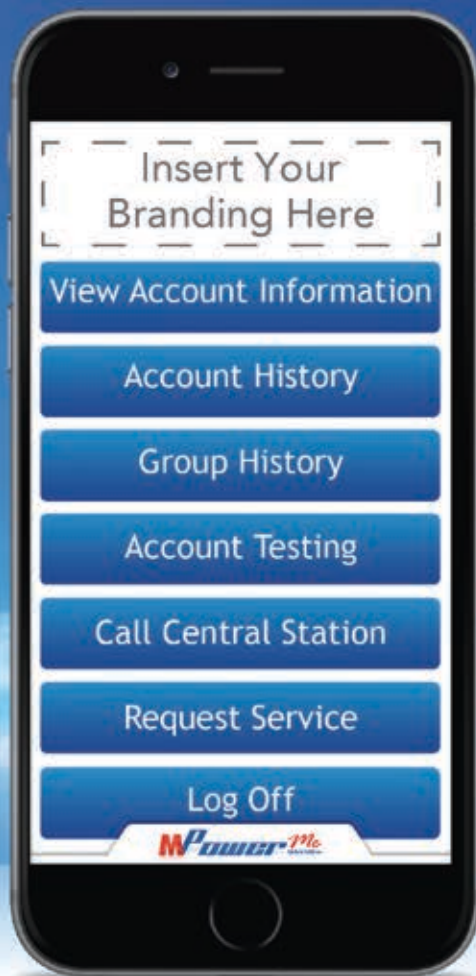


SAAA Fire Forum guest speaker Chris Hamilton....



Sacramento Fire Department Officer Angie Shook was shocked at the SAAA Fire Forum.

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EAST BAY ALARM ASSOCIATION

Mike Salk, President

2015 EBAA MEETINGS

♦ November 10 .. EBAA General Meeting.....Richmond

2016 EBAA MEETINGS

♦ January 12..... EBAA General Meeting.....Richmond

♦ March 8 EBAA General Meeting.....Richmond

♦ May 10 EBAA General Meeting.....Richmond

♦ July 12 EBAA General Meeting.....Richmond

♦ September 13.. EBAA General Meeting.....Richmond

♦ November 8..... EBAA General Meeting.....Richmond

Our General Meetings are held at Chevy's, 3101 Garrity Way, Richmond. The meetings start at 11:30 a.m. For further information contact EBAA President Mike Salk 510-652-2477. RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

scooke@allguardsystems.com 800-255-4273

2015 RAA MEETINGS

♦ November 18 ... RAA General Meeting.....Windsor

The next meeting is set for November 18, 2015. Located at Johnny Garlic's in Windsor starting at 11:30 am. Our speaker is Larry St John from Eclipse Marketing and Insurance Services. Larry will be presenting a program about "Disaster Preparedness Planning - Strategies for Managing Crises and Minimizing Downtime". If you have any questions or want to participate in the Redwood Alarm Association please contact Sean Cooke at scooke@allguardsystems.com or 800-255-4273.



ORANGE COUNTY ALARM ASSOCIATION

P.O. Box 2149, Newport Beach, CA 92659
800-339-1420
www.alarmassociation.org

2015 OCAA MEETINGS

♦ November 18 .. OCAA General MeetingAnaheim

2016 OCAA MEETINGS

♦ Jan. 20 OCAA General MeetingAnaheim

♦ March 16 OCAA General MeetingAnaheim

♦ May TBD OCAA Golf Tournament.....Anaheim

♦ Sept. 21 OCAA General MeetingAnaheim

♦ Nov. 16 OCAA General MeetingAnaheim

CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines. For more information about the City's alarm program you can contact the Alarm Coordinator at 949-724-7066. Classes are 9 a.m. - 10 a.m. and fee is \$15.

For information contact:

Cristine Gaiennie, Regulatory Affairs Supervisor
Irvine Police Department 949-724-7066
cgaiennie@cityofirvine.org

For more information about OCAA activities, contact the OCAA office at 800-339-1420 or email OCAAlarmAssoc@aol.com. Visit our new website at www.alarmassociation.org for meeting information and registration forms, training opportunities, members list and a whole lot more.



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

2015 GVAA MEETINGS

Our meetings are held at Custom Electronic Supply, 1324 Dupont CT, Manteca 95336 and they will start at 11:30 a.m. GVAA meetings are held on the second Thursday of every third month (once a quarter) at the above location. Please contact Joe Castro at 209-384-3305 or by email at josephc@alarmwatch.com for more information.



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2015 MID CAL MEETINGS

♦ November 2..... MCAA Golf TournamentFresno

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GLASAA

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GLASAA MEETINGS 2015

♦ December 17 ... GLASAA General Meeting..... Los Angeles

GLASAA MEETINGS 2016

♦ February 16 GLASAA General Meeting..... Los Angeles

♦ April 19..... GLASAA General Meeting..... Los Angeles

♦ June 21 GLASAA General Meeting..... Los Angeles

♦ August 16 GLASAA Summer Outing..... Los Angeles

♦ October 6..... GLASAA Golf Classic..... Los Angeles

♦ December 13 ... GLASAA Holiday Party..... Los Angeles

Bill Collins, GLASAA President

As I write this I am still basking in the glow of last week's 9th Annual GLASAA Golf Classic. We are not quite finished with the audit but it appears at first glance that we had another financial success. As important as that is, what is most important is that we had a wonderful event that was enjoyed by everyone, our sponsors, our golfers and our volunteers.



GLASAA President Bill Collins receives the GLASAA Man of the Year award at the 9th Annual GLASAA Golf Classic.

Volunteering is generally considered an altruistic activity where an individual or group provides services for no financial gain. Volunteering is also renowned for skill development, and is often intended to promote goodness or to improve human quality of life.

Without volunteers we could never pull off an event like the GLASAA Golf Classic year after year. Nor could we operate organizations like GLASAA and the CAA. As my term as GLASAA President winds down, I wonder where our next group of leaders will be coming from. Our organization is only as strong as its membership. Like any organization, GLASAA needs new folks to step up and volunteer - people with fresh thoughts and ideas. Will you be one of those people?

GLASAA is currently seeking new board members. All active members are eligible. We currently have 2 open Director Positions and 1 open Associate Director Position. Please contact me or any current board member for more information.

Stepping off my soap box, I want to thank all of our sponsors, golfers and volunteers and congratulate some of our on course winners. In our Gold Medal US Open Flight our 1st Place winners from Valley Alarm, the team of Bob and Ed Michel, Bob Buchannan and Guy Sanford. In our Gold Medal Masters Flight, 1st Place went to Tournament friend Brian Freidman and his team.

Congratulations to Anthony Franco for winning the putting contest and Tim Westphal for winning a golf outing at Morongo for being closest to the pin on # 7. And big props to the guys from Volutone for winning our Del Frisco's shootout. Kudos.

In closing, let me say how truly surprised and honored I was to be called out at the tournament banquet by my friends and peers and presented the GLASAA Man of the Year award for 2015. Thank you. I look forward to seeing all of you in San Francisco.

GLASAA Meetings and Events

Please visit our website at www.glasaa.org. New members are always welcome at GLASAA. Every company in our industry should really think about coming to our meetings. We always have great people and informative topics. This is a fantastic opportunity to mingle with your peers and industry experts, to discuss what's going on in the business.

GLASAA and its members continue to support the extremely important work of the CAA and ESA.

Contact GLASAA at 888-826-9149 or through the web at www.glasaa.org if you would like to contribute by serving on a committee.



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GOLDEN GATE ALARM ASSOCIATION

Gary Lowndes, President | (650) 722-3044 | glowndes@rfi.com

2015 GGAA MEETINGS

♦ November 12 ... GGAA General Meeting San Francisco

For further information, contact Gary Lowndes at (650) 722-30442 or glowndes@rfi.com



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INLAND EMPIRE ALARM ASSOCIATION

Matt Standiford, President

IEAA is a professional association of alarm companies and leading industry specialists, focusing on bringing together the best resources possible for the mutual benefit of all members and associates. It is our goal to bring knowledgeable people together as a resource to better protect your business and your customers' safety. Please make time to come out and be a part of what I believe is the future of the alarm industry in California. Professional, Beneficial, Informational.

2015 IEAA MEETINGS

♦ November 5 IEAA Charity Tree of Life Riverside

If you would like to attend a meeting or if you have a desire to get involved, then please join us or call 800-559-9060.

IEAA Membership

If you would like to become a member, or have any suggestions on ways to increase our membership, please us a call at 800-559-9060.

SAN DIEGO
SECURITY ASSOCIATION

SAN DIEGO SECURITY ASSOCIATION

Sean Hamm, President

2015 SDSA MEETINGS

♦ Dec. 15 SDSA Holiday Bash Tom Ham's Lighthouse, San Diego

City of San Diego Permit Process

The San Diego Security Association and SIAC have been working cooperatively with the City of San Diego to assist with their fire alarm program, and now their burglar alarm program. The police are requesting alarm companies to submit their active burglar, panic and holdup alarm customer lists to the San Diego Police Department. The preferred method is to send your excel customer list electronically by email to Hilda Gonzalez-Reed at hgongalezreed@pd.sandiego.gov. If you have any questions please contact Hilda Gonzalez Reed at hgongalezreed@pd.sandiego.gov or 619-531-2247.

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All meetings are held at Fiorillo's Restaurant – Santa Clara, 638 El Camino Real, Santa Clara, CA 95050. Please RSVP to info@caaonline.org or call the CAA office at 800-437-7658, Ext. 3.

SVAA 2016 MEETING

♦ January 12 SVAA General Meeting Santa Clara
♦ April 20 SVAA General Meeting Santa Clara
♦ July 20 SVAA General Meeting Santa Clara
♦ October 19 SVAA General Meeting Santa Clara

SVAA Information

If you are not on our e-mail list please contact Mark Simpson at 408-882-4260 or msimpson@rfi.com. It is so important to get involved with your local associations more than ever and to keep up to date on all the new information.

CAA Member Spotlight

Name: **Steve Sopkin**
Company: **Mijac Alarm**
Title: **President**
Telephone: **909-982-7612**
Email: **steve@mijacalarm.com**

How long have you been at your current company?

I was 12 years old when my father and mother started our company back in 1971. I have been at Mijac Alarm ever since. My father Jacques is still one of my greatest mentors and at 87 years old, can throw rings around the guys half his age with regards to his business acumen.

What was your first job in the industry?



Pulling stockroom supplies for our first installer who was an off duty policeman whom my father knew. That installer finally started his own business in Fontana and has his son working with him at their company. Over the years, we figure we have assisted more than eight alarm companies get started by working with us. I did my first service call at 15 on my 10-speed bike repairing window foil at a customer's business when he couldn't get it armed for the evening. That customer is still a customer today (but I send a tech to assist).

When were you first aware of CAA or other trade associations and what were the circumstances? Which association?

I traveled to Reno with my father while still in high school for a WBFAA (pre CAA) meeting. On the plane trip I met the ITI rep, and Ed and I became good friends before his retirement. Since then I have served on the initial board that created the CAA, the IEAA and the Department of Consumer Affairs Disciplinary Review Committee for the state of California.

What association programs or events did you participate in?

I love attending the twice yearly meetings because they bring a lot of assistance to our company by being able to ask everyone I meet about a particular way to do business. You can gain tons of knowledge just by being there and paying attention. And then six months later when I really need an answer to something I pull out the business cards and find the right person to assist me.

What specific and tangible benefit did you expect from the association?

I hope that we have enough members to assist in the efforts with city and state governments especially when it comes to licensing, fees and regulations. I count on my friends that I have made for the day to day help but we really and truly need everyone's strength in numbers for the bigger picture problems. Can you imagine waking up tomorrow and not having one police department respond to your customers? The associations are instrumental in negotiating new alarm ordinances every day of the year. It's confusing and shortsighted for an alarm company operator to actively choose not to join the association and assume they know everything about the industry and can learn so much it will make their head spin.

What benefit do you receive from associations that you DID NOT expect?
The friendships I have made.

Tell us about one specific benefit you received from your involvement?

I have had other representatives from the CAA and the national associations at local city meetings to help influence the decision makers.

What leadership positions have you held in the associations?

President, Secretary and Treasurer of the Inland Empire Alarm Association. Board member for the CAA

What do you think is the most important part of an association?

Definitely the people that are willing to step forward and assist others.

The CAA and affiliated associations offer programs and activities in the following areas. Please comment on relevance to your membership and your company:

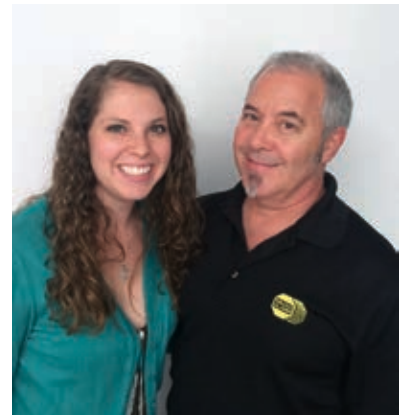
- *Regional Meetings and Networking*
110% benefit to us
- *CAA Conventions*
Meeting others, asking and comparing Q's
- *Public Safety Liaison and Ordinance Management*
110% benefit
- *Public Policy and Legislative Advocacy*
110% benefit

PERSONAL BIO:

I am a born and bred Californian and lived in Upland most of my life. I went on to attend UC San Diego and graduated with an Economics degree. When I first started working full time with my parents, Mitzi and Jacques (the first few letters of their names make up Mijac), we had almost 600 accounts in 1981. The next 10 years we grew the business to almost 2,000 accounts before they both retired. We now have close to 6,000 residential and commercial accounts most of which are located within 20 minutes of us.

I love Mid Century modern furniture and design, bowling with my wife on Wednesday evenings with friends and hanging out with my kids. My kids include Max who is working at Warner Brothers in Los Angeles, Beth, now a senior at Woodbury University in Glendale taking psychology, and Shelby (a communications major) who now works at our business as our PR manager and third generation owner. Her fiancé Jon McNamara is one of our best salesreps.

How do I sum it all up?
Happy to be here.



Legislative News

California Alarm Association New Laws for 2016

By Trent Smith

The Legislature adjourned on September 11, leaving the Governor until October 11 to veto or sign into law several hundred bills. The Governor signed two bills that are of interest to CAA members.

SB 177 by Senator Wieckowski was a CAA sponsored bill that impacts alarm companies organized as Limited Liability Corporations (LLC). Under current law, alarm companies may organize as an LLC as long as they meet certain minimum insurance requirements. However, this law was set to expire on January 1, 2016. SB 177 extends the expiration date until January 1, 2019. The Legislature imposes sunset dates on LLC related bills for all industries so that they can periodically review the laws to ensure that consumers are protected.

CAA members should also be aware of AB 1097, which will go into effect on January 1, 2016. This measure authorizes an alarm company, when making an in-home sale, to provide a consumer with an electronic contract after receiving consent from the consumer. However, an alarm company must provide an identical paper copy of the signed electronic contract if requested by customer.

In 1999, California adopted the Uniform Electronic Transactions Act (UETA), which gave electronic contracts (e-contracts) and signatures the same legal standing as traditional paper contracts. In an effort to further protect consumers, California excluded in-home sales from the UETA, which means that in-home sales vendors were required to continue leaving a paper copy of the contract and two copies of the notice of three-day right of rescission with the consumer at the time of sale.

Recognizing the advances in technology and consumers growing confidence in electronic commerce, the Legislature passed AB 1097 to allow the alarm industry to use e-contracts when making in-home sales.

AB 1097 was sponsored by ADT and supported by CAA.



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ATTENTION: NEW APPLICANTS AND RENEWING LICENSEES

The Bureau is scheduled to transition to the Department of Consumer's Affairs BreEZe licensing and enforcement system in January 2016. The transition to the new system will require a temporary shutdown of all Bureau licensing and complaint intake processes for several business days, and could result in delays in processing initial license applications, license renewals, and updating license information such as name and address changes.

The Bureau is taking steps to alleviate the workload processing impact of the transition. The following information is provided to help support this effort.

AVOID UNNECESSARY DELAYS IN YOUR LICENSE ISSUANCE OR RENEWAL

- License Renewals: Individuals holding a BSIS license with December 2015 or January 2016 expiration dates who wish to renew their licenses are strongly encouraged to renew as early as possible, preferably before the end of November.
- New Licenses: Individuals seeking a new license from BSIS are strongly encouraged to apply before November 23, 2015 or after January 2016 to help avoid delays in license issuance.

The BreEZe system will, among other things, allow individuals to apply for BSIS licenses online, BSIS licensees to renew their licenses online, and allow payment of various fees online with a credit card in a secure environment.

Please check the Bureau's public website in the weeks to come for additional information and updates regarding our transition to BreEZe.

Below are links to the Bureau's website on tips to assist you in getting your license issued or renewed as soon as possible:

TIPS to get your application processed as soon as possible:

http://www.bsis.ca.gov/forms_pubs/application_tips.shtml

TIPS to get your license renewed timely:

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AFAA Testing & Inspection Seminar

The Automatic Fire Alarm Association (AFAA) announced a new seven-hour accredited course on the testing and inspection requirements of NFPA 72 (2013). The new AFAA Fire Alarm System Testing & Inspection (AFAA026) seminar was developed for installers, service technicians, build and fire inspectors, and owner-representatives. Visit www.afaa.org for the latest training calendar or email info@afaa.org to sponsor a local seminar.

AFAA Seminars

AFAA now has a new NICET prep seminar called "A User's Guide to Simplifying NFPA 72 and the NEC." This is an interactive course designed to help attendees better understand how to use NFPA 72- 2013 and the NEC 2011 fire alarm wiring requirements. All NICET fire alarm tests are now updated to the 2013 NFPA 72 and 2011 NEC. For more information, visit www.afaa.org.

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Don't Wait for Opportunity to Knock

By Ron Davis

This month's Big Idea comes from Jay Hauhn, Executive Director of the Central Station Alarm Association (CSAA).

I HAVE NEVER DEBATED WITH JAY HAUHN.

Consequently, I don't think we've ever disagreed with each other. That kind of falls in line with how

I and many others feel about Hauhn — he's a good guy, likable, and as one of my associates put it, "He's just a big teddy bear!" He had a tough job as a senior executive at Tyco, but I suspect he's in even a tougher job now, as executive director of the Central Station Alarm Association (CSAA). It's certainly a prestigious group, consisting of many companies that are considered to be leaders in the world of central station monitoring. It's a job that has been described as easy as "herding cats."

START BY THINKING BIG — REALLY BIG

Day in and day out, part of Hauhn's job is communicating with some of the industry's most prominent bigwigs. While I'm sure they may respect Hauhn, I don't think anybody who deals with him would describe him as a teddy bear. When I asked him about his great idea for the industry, the answer to which would help dealers to understand what their future look like, he didn't hesitate. "Realize that this is not your father's central station. It's a new world, one that consists of far more than just monitoring burglar and fire alarms. Now, more than ever before, you need to put your innovator's hat on, and realize that the industry has become the Internet of Things — big data, big data mining, big communications."

It's inescapable that the industry is changing. When a direct-selling, door-to-door marketing firm can be sold for \$2 billion, you know something's afoot. When a "do-it-yourself" marketer is sold for a multiple exceeding 60x, you know there are changes. When more and more residential alarm companies find themselves having to "give away" alarm systems to generate recurring monthly revenue, there are definitely shifts taking place. When the cable companies, telephone companies and direct-selling companies all are taking prominent positions in the industry, one has to suspect it is evolving (to say the least).

Today, some of the most intense attention ever paid in the industry is being paid to companies that provide personal emergency response systems (PERS), DIY installation kits, and direct selling. That attention is being paid by sophisticated investors. We can add and other "big" to Hauhn's list — big money.

From Hauhn's experience at Tyco and CSAA, he should know something about change. And he does. When I asked him about how the independent alarm dealer can condense all the information out there into a realizable marketing plan, he responded, "Put your big hat on" — another big, and perhaps another way of saying "put your thinking cap on." One could argue the highest function an individual is capable of is thought — about answers to a problem, solutions to a puzzle, action steps to a plan.

ARE YOU PREPARED TO JOIN THE EVOLUTION?

I remember when Security Partners CEO Pat Egan saw the success Vivint was enjoying in direct selling, he went to Salt Lake City (where most of the direct-selling companies started) and started seeking out individuals who had been involved in the business. He interviewed a number of people, decided on one, and started a direct-selling division of his company. That division has added substantial value to the company. He didn't wait to be told. He didn't wait for others to do it. He went straight to the source.

People in our industry have already figured out how to make money in the DIY market. That doesn't mean they have discovered everything about the market, but they've carved out a niche that allows them to use the Internet to seek out potential DIY alarm customers. How do you get these ideas? How do you find out about who's doing what? Inspiration rarely comes without perspiration. It takes effort to find these things out. A good place to start was the ASIS Seminar and Exhibits at the end of September in Anaheim, CA. A lot of exhibitors displayed products and services that might not fit what you're looking for. Ask them how you can build your business, sustainably, by using their product. They should be able to answer immediately; if it's satisfactory, then get all the literature you can, find out who the contacts are, and become the biggest and best opportunity that exhibitor will have at the show.

Hauhn is absolutely correct, about the word "big." The way I would use it is to describe your company after you've had a "lightbulb" revelation. You'll know it when it happens.

Ron Davis is Security Sales & Integration's "What's the Big Idea?" columnist and contributing market analyst. He is president of Davis Group, a full-service consulting firm serving the security industry, which also includes GraybeardsRus. He has 35 years of industry experience, including founding Security Associates International in the 1980s. This article was published in August 2015.



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ADI Expo
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www.adiglobal.us

November 19
Texas Residential Fire Alarm (TX RFA)
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www.esaweb.org/nts

December 1
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CAA President Cathy Rempel on the zip-line in Utah.

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Our **6th Annual Scholarship Fundraiser Poker Party** on November 6th helps to raise funds for youth scholarships offered to children of police and firefighters in Clark County, NV. Let firefighters and police officers in Clark County know that our scholarship application will be available to download from our website beginning on January 1st, 2016.

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2015

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Dec. 9-12 California Alarm Association Winter Convention –San Francisco

2016

Jan. 13 NSA Regular Meeting

Member meetings take place at our NEW LOCATION: Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas, NV 89169. We meet on the second Wednesday of every other month starting at 6:00 pm. Visit www.nevadasecurityassociation.org.

THANKS to those companies that sent students to the NTS Level 1 Technician Class in Las Vegas: Certified Security Link, Insight Security, Stanley Security, Sting Alarm. By all accounts the course was very thorough and the participants are now certified Level 1 Technicians! Congrats!



THANK YOU to our Lunch sponsors for the class: COPS Monitoring, WatchNet and ADI.

THANKS to SWITCH for the NSA Members Only Tour. Our Members enjoyed a great tour of the Switch SUPERNAP Data Center here in Las Vegas. We also had a fun lunch afterward.



Howard Wulforst of RFI, Sean Goldfinger of ADI, Manuel Robles of Stanley Security, Greg Simmons of Eagle Sentry, Bob Gasner of Sting Alarm, Kyle Sutton of ASAP Security, John Perdichizzi of ASAP Security enjoying lunch after the Member's Only Tour of the Switch Supernap Data Center.

Want to be a part of our Member's only events? Join the NSA today! Download our member application at www.nevadasecurityassociation.org.

Don't forget to take advantage of the CAA Winter Convention in San Francisco, Dec. 9-12. Come join NSA members this great event! See you there!



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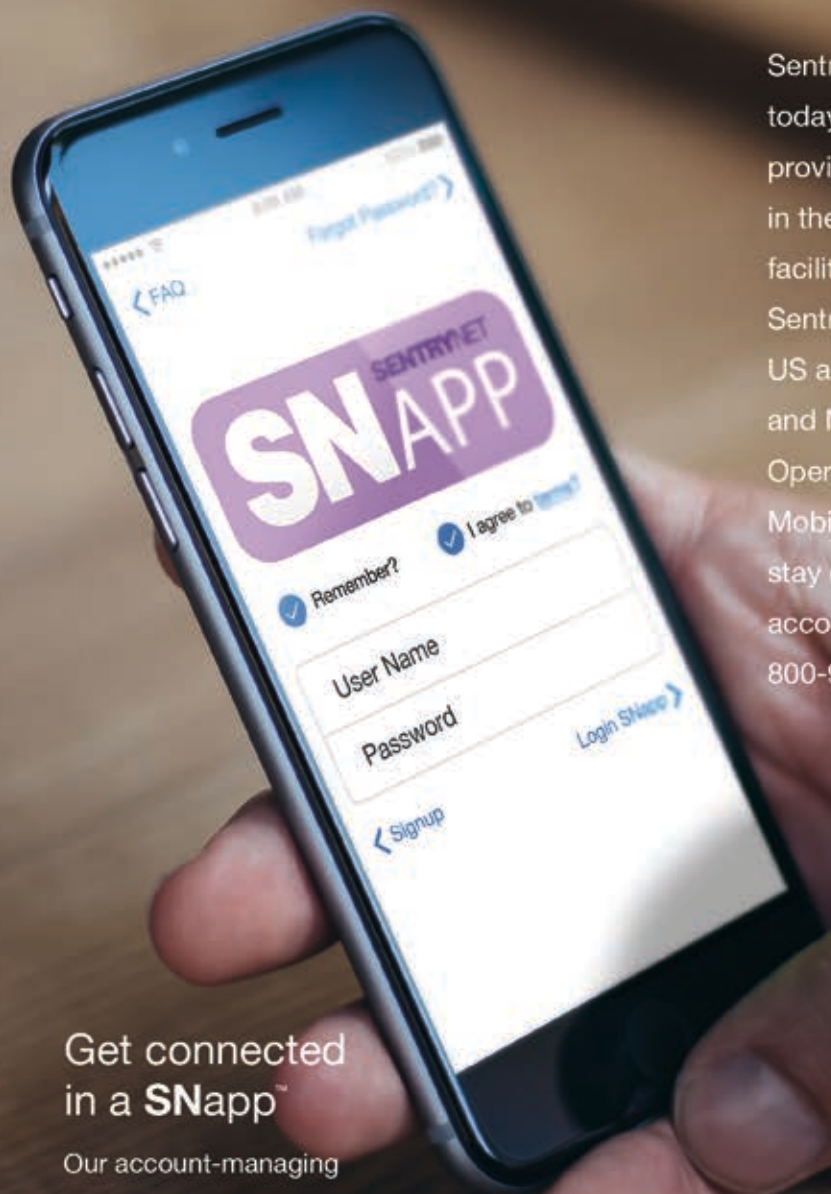
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Recent Meeting

Thank you Merlin Guilbeau, Mike Miller and Jamie Vos for coming out to our member meeting and telling us the benefits of ESA, some of the benefits that were mentioned.

- Training & Certification
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- Company Credibility & National Exposure

For more information please contact us.

Also thank you to Roberta Smiley (FARA) & Joe Ripp (NWAFAA) for updates in your organizations.

OBFAA

Please visit our website for meeting locations and times.
<http://www.obfaa.com/>

Look us up on Facebook for upcoming events

Public Safety Agency Members:

- Multnomah County Sheriff's Office
- Oregon City Police
- Portland Police Alarms Administration
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- Washington County Sheriff's Office
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Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers and the public at large. The bigger the organization, the louder its voice.


Benefits of Membership:

- Government Affairs - By our membership and participation in other industry related groups, we advocate for our industry and for our customers. By our participation, we have our finger on the pulse of changes in alarm ordinances, installation requirements, consumer issues, etc. On your behalf, we regularly participate with NWAFAA, FARA, Multnomah County Alarm Task Force, Portland Police Bureau Alarm User Education, WAESA, etc.
- The Latest Industry News - Professionals know that only the most current information can keep them on top, and only OBFAA members receive the latest news dealing with the alarm industry in the Pacific Northwest. This keeps you on top of local trends, laws, products and people and allows you to make informed decisions as to the future of your business.
- Making Your Opinion Count - As the only professional organization in the state dedicated to furthering the interest of business in our industry, the OBFAA represents YOU and YOUR opinion to consumers, lawmakers, and the public at large.
- Strength in Numbers - The bigger the organization, the louder its voice. As the OBFAA continues to grow, our ability to influence the outcome of major issues increases. It also helps to know you're not alone—the OBFAA is out there fighting for you.
- Access to Training through NWAFAA (at a discount)

Justin Gates jgates@csmul.com 503-630-8991

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ESA Executive Director Merlin Guilbeau giving the OBFAA a presentation of the benefits of ESA.

Members gather at the OBFAA General Meeting where Executive Director of ESA Merlin Guilbeau gave a presentation on the member benefits of ESA.






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WBFAA UATC Apprentice Spring Semester Class Begins January 2016

The WBFAA UATC Spring 2016 semester begins January 2016. Call the WBFAA UATC at 800-809-0280. Please register new apprentices in advance of this start date. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California.

Certification – Fire/Life Safety Technician - Renewal

For Fire/Life Safety Technicians with 4,000 hours of work experience, the state law requires them to be certified by passing the state exam. The renewal application is posted at www.dir.ca.gov/das and the state does not send out reminders. For information on the Electrician Certification Program visit www.dir.ca.gov/das and follow the links.

The WBFAA UATC has certification prep material available to member companies of the WBFAA UATC. If you are a member and would like the material, please contact the WBFAA UATC at 800-809-0280 or email info@wbfaa.net.

CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) issues legal action against any C-10 Electrical contractor who willfully employs an uncertified electrician to perform work as an electrician. CSLB is legally required to open an investigation and initiate disciplinary action against the contractor (which may include license suspension or revocation) within 60 days of receipt of a referral or complaint from the Department of Industrial Relations' Division of Apprenticeship Standards (DAS). Labor Code Section 3099.2 stipulates that anyone who performs work as an electrician for C-10 Electrical contractors shall hold an electrical certification card issued by DAS; DAS is required by Labor Code Section 3099.2 to report violations to CSLB. Learn more about electrician certification by visiting the Division of Apprenticeship Standards website. www.dir.ca.gov/DAS/Electrical-Trade

WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

WBFAA UATC Invites Membership

Assented member companies register all fire alarm technicians in the program and pay a monthly fee of \$25 per technician. The apprentice program and course, prep material for certification and continuing education courses are provided at no additional fee. In addition, member companies who contribute to public works training trust funds to the WBFAA receive a \$.15 per hour credit for registered technicians. For complete information, visit www.wbfaa.net or call the WBFAA UATC at 800-809-0280.



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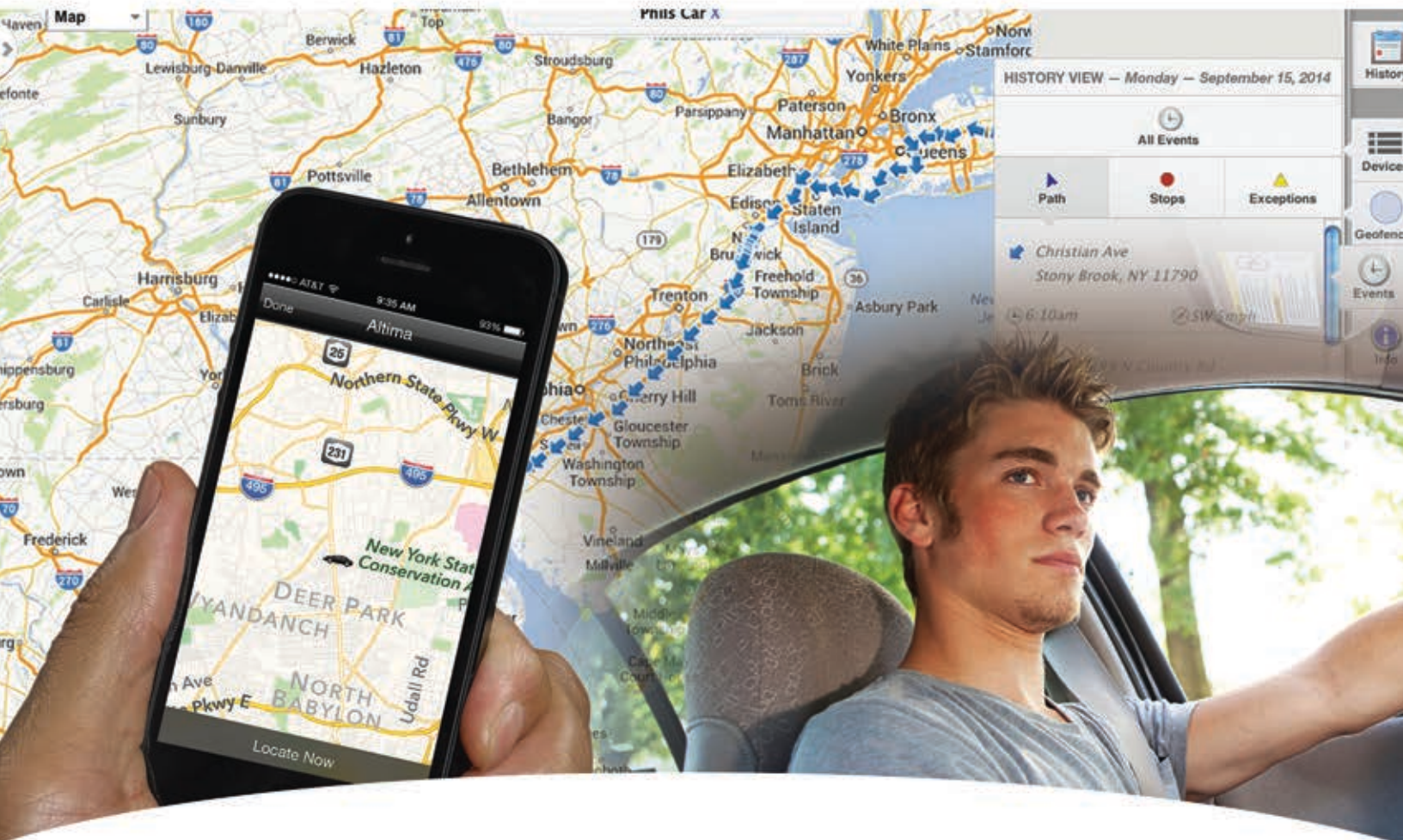
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Electronic Security Association SECURE+ Initiative

The Electronic Security Association (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, www.Secure-Plusweb.org showcases ESA member companies who have joined the SECURE+ Initiative. These companies install security systems, along with lifestyle-enhancing features, such as remote control of lighting, air conditioning and heating, making their customers' lives not only safer, but simpler, more energy-efficient and more convenient. For more information about the SECURE+ Initiative, go to ESAweb.org or contact the ESA Member Service Center at 972-807-6801.

ESA Member Buying Program

The ESA Member Buying Program, designed to save you and your company significant amounts of time and money, now offers collective buying power through our Buying Group Alliance, made up of more than 250,000 businesses. ESA members are seeing immediate value and reporting an average of 20% savings. "We are thrilled to deliver another valuable member benefit to ESA member companies and their employees. Members taking advantage of this program may be able to pay for their ESA membership many times over by saving significant money on products and services they already buy," said Knox. Electronic Security Association members can register for the ESA Member Savings Program by going to www.esaweb.org.

Security America Risk Retention Group

Security America Risk Retention Group (SARRG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RRG offers general liability including errors & omissions insurance specifically tailored to meet the needs of electronic life safety, security, and systems professionals throughout the country. Domiciled in Vermont, Security America RRG is registered in all 50 U.S. states. For information visit www.securityamericarrg.com, call 866-315-3838 or e-mail info@security-america.com.

NTS Expands Online Courses

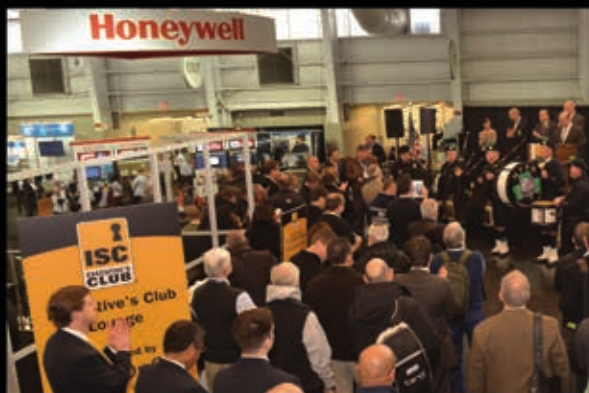
The ESA National Training School has expanded its catalog of online training courses including technician and business management courses. For information, visit www.esaweb.org.



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NOVEMBER

2	MCAA Golf Tournament	Fresno
5	IEAA Charity Tree of Life	Riverside
10	ADI EXPO	Dallas, TX
10	EBAA General Meeting	Richmond
12	GGAA General Meeting	San Francisco
18	RAA General Meeting	Windsor
18	AZAA General Meeting	Phoenix, AZ
18	OCAA General Meeting	Anaheim

DECEMBER

9	AZAA Holiday Party	
9-12	CAA Winter Convention	San Francisco
15	SDSA Holiday Party	San Diego
17	GLASAA General Meeting	Los Angeles
17	SAAA Holiday Party	Sacramento

CAA CONVENTIONS

2015

December 9-12 Parc 55 San Francisco

2016

May 4-7 Palm Springs Hilton
December 7-10 San Francisco Marriott Marquis

2017

May 10-13 Palm Springs Hilton
Nov 29-Dec. 2 San Francisco Marriott Marquis

INDUSTRY EVENTS 2015 - 2017

Nov. 18-19, 2015	ISC EAST	New York, NY
Jan. 31- Feb 2, 2016	ESA Leadership Summit	Chandler, AZ
May 10-12, 2016	PSA TEC Conference	Westminster, CO
April 6-8, 2016	ISC WEST 2016	Las Vegas
June 15-17, 2016	SIA Government Summit	Westin Washington DC
Aug. 17-19, 2016	AZAA Annual Meeting	Aizona
April 5-7, 2017	ISC WEST 2017	Las Vegas

ESA Leadership Summit 2016

January 31 - February 3, 2016 at the Wild Horse Pass Hotel & Casino in Chandler, Arizona. Intensive learning and networking opportunities for security integration professionals interested in growth strategies. For more information, visit www.esaweb.org.



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